

Partner Survey - Spring 2016

Brief Summary:

- Traditional cooperative & Cafeteria cooperative marketing
 - Both marketing programs were, on the whole, favorably received. Rural respondents tended to favor the cafeteria more than urban and ski locations. More cafeteria options were requested.
 - The freedom of the traditional program appears preferred. However, the application process is deemed cumbersome. Deadlines are also a point of contention as they do not align with seasonality across the state universally.
 - Finally, there was a recurring request for better performance metrics to track the investment and continuing use of the program. More or more detailed reports are suggested.
- Explore Your Own Backyard
 - This program was favorably received among those who knew about it. "What is it?" seems to be our major hang up.
- Print versus Digital
 - As previously discussed, things are moving towards digital but print is not completely abandoned. There will be a budget for print going forward but it represents a smaller piece of the pie. Utah Travel Guide is still the most preferred UOT publication with varying support for other media.
- International & Domestic PR
 - Most respondents are unfamiliar with our programs or feel overwhelmed by spearheading these initiatives. Kaitlin and team did get a nod towards their hard work, expertise, and responsiveness though.
- Rourism
 - As expected, this program was favorably received by rural respondents and summarily dismissed by alternate respondents. Once again, there appears a need for better specificity on ROI.
- Geocaching
 - I'll need to revisit this on a case by case basis but at first glance there's surprisingly positive feedback. I think this might relate to personal enthusiasm or the respondent's geographical location. No one seems to know exactly what the geocaching program is doing for them though. This was a source of doubt among at least one respondent.
- Welcome centers
 - Mixed bag. There were some positive reviews but also some dissatisfaction.
 - The most notable response indicated they wanted welcome centers better located for interstate travelers. For example, individuals entering the state from Nevada or Colorado.
 - Another point worth mentioning: there's a suggestion that our welcome centers lack a uniform look and feel which leads to discord among customers.
- Partner e-mail newsletter & partner website
 - Also a mixed bag.
 - A common subtext is a desire for more direct targeting that relates to specific areas. Essentially: "we're mostly pleased but we'd like a [program, content, ect.] that focuses more narrowly on our own needs".
 - This theme is prevalent across multiple categories.
- Research
 - More data!
 - More specifically, respondents need information that relates directly to them. A greater degree of granularity is suggested. As an example, county level data wasn't deemed terribly useful by at least one respondent.
 - As previously noted, this is again a thread that crosses multiple categories in different ways.
- Staff, service, feedback
 - Mostly positive. I'll need to look back and review again but nothing shocking jumps to mind.